



Register now to learn to connect with local food buyers

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MADISON – Don't waste time searching randomly to find new customers for your local food business. Get to know your potential buyers.

Register now for the "Know Your Buyer" seminar, February 9-12 in Waukesha, Stevens Point and Madison. The seminar is part of the ongoing Local Food Business Seminar Series, hosted by the Wisconsin Department of Agriculture, Trade and Consumer Protection along with many industry partners.

The seminar will feature region-specific panel of people working in direct marketing, grocery, restaurants, processors and institutions. Panelists will talk about how attendees can develop relationships with each type of customer in order to make product sales.

The seminar will be in Waukesha on Feb. 9, Stevens Point on Feb. 10 and Madison on Feb. 12. You need only attend one seminar – choose the location most convenient for you.

The sessions will take place from 9 a.m. to 12:15 p.m. Check-in begins at 8:45 a.m. at each location.

The cost of the seminar is \$10 for the first registrant and \$5 for additional members of a business or organization. Active Something Special *from* Wisconsin™ members get a \$5 discount on the cost of the initial registrant.

The Madison seminar will be available online as a free webinar.

See the exact locations of the seminar sites, read a complete agenda or register at http://datcp.wi.gov/Business/Buy_Local_Buy_Wisconsin/BLBW_Workshops.

To request a link for the webinar, or if you have other questions, contact Kietra Olson at (608) 224-5112 or Kietra.olson@wisconsin.gov.

The Local Food Business Seminar Series includes two more seminars scheduled through March. Each seminar will take place in Waukesha, Stevens Point and Madison. The final seminars in the series are "Working with a Distributor" scheduled March 2-5 and "Finding the Dollars" scheduled March 16-19.

The Buy Local, Buy Wisconsin program provides many resources for local farms and agribusinesses. Learn more at http://datcp.wi.gov/Business/Buy_Local_Buy_Wisconsin/.